

To: DDA:MSMAIL=RJRWS/RJRPO4/COOKF; O=RJREM; P=WSX400; A=RJR; C=US
From: Orourke, Rory
Posted: 11/7/97 18:01
Opened: 11/10/97 8:49
Subject: Salem POS/PDI

Floyd:

Attached are the POS/PDI needs for the Salem repositioning. The sheet has two tabs:

1. November - January
2. February - May

If you have any questions, give me a call.

Rory

CC: 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH)

51854 0439

SALEM NEW YORK CITY MARKET

SALEM POS/PDI/Display Menu

November - January

Division

<u>Item #</u>	<u>Qty</u>	<u>Description</u>	<u>SKU Pack</u>	<u>1222</u>	<u>1223</u>	<u>1226</u>	<u>1229</u>
522965	2,000	Small display channel strip	1				2,000
522974	5,500	Large Paster (Launching Orb)	1			500	5,000
522983	900	24" Pkg Mdsr Card	1	100	300	100	400
522992	155	19" Canopy Card (fuzzy orb)	1	80	75		
514604	900	Dual Sided (B1/B2/304) Starburst	1	100	400	100	300
523001	350	Small Starburst	1	350			
527972	200	2' X4 ' Formed Banner	10		200		
529355	1,400	Orb Decal	100	500	300	100	500
535220	150	Temp Display	1	150			

Ship Locations:

Division 1222

SIS # 692686

Division 1223

1223

Division 1226

1210

Division 1229

1229

51854 0440

Nov - Jan

SALEMPOS.XLS

SALEM NEW YORK CITY MARKET

SALEM POS/PDI/Display Menu

February - April

Item #	Qty	Description	SKU Pack	1222	1223	1224	1226	1229
514580	17,000	Large Starburst	1	600	4,000	200	200	12,000
514595	610	19" Canopy Card (tear pad)	1	80	480		50	
522965	9,250	Small display channel strip	1	250	2,600	200	200	6,000
522971	7,800	Small Horizontal Paster	1	300	2,400	200	900	4,000
522974	11,920	Large Paster (Launching Orb)	1	100	1,120	200	500	10,000
522983	2,800	24" Pkg Mdsr Card	1	200	300	200	100	2,000
522992	2,860	19" Canopy Card (fuzzy orb)	1	80	580	150	50	2,000
523001	2,950	Dual Sided (B1G1F/30¢) Starbur	1	100	750	100		2,000
523001	17,400	Small Starburst	1	600	4,400	200	200	12,000
527972	4,230	2' X4' Formed Banner	10	100	800		30	3,300
527993	890	Ceiling Dangler	1	40	200		150	500
528005	14,450	Counter change mat (Lenticular)	25	100	10,000	50	300	4,000
528032	27,500	Door/Window Decal	25	500	4,000		2,000	21,000
528932	6,000	20-Pack DPC Display/Riser Card	1	Allocate in SMS for ordering				
529355	20,000	Orb Decal	100	500	3,000	500	1,000	15,000
530222	1,350	Tear Pads (for 19" CD & APD CD)	1	150	1,200			
530540	2,860	Push Pack (SALEM)	1	200	960		200	1,500
531842	1,970	APD Tray Strip	1	60	200	60	50	1,600
531845	1,110	APD Small Card	1	40	200	40	30	800
531863	1,110	APD Large Card (tear pad)	1	40	200	40	30	800
535220	1,170	Temp Display	1	150		20		1,000
536222	4,770	Large Paster (Global Cooling)	1	100	1,120	50	500	3,000
536225	4,770	Large Paster (Smoked Not Stirre	1	100	1,120	50	500	3,000
	2,380	Bread Box Card	1	20	300		60	2,000

Ship Locations:

Division 1222
Division 1223
Division 1224
Division 1226
Division 1229

SIS # 692686
1223
1224
1210
1229

51854 0441

Feb - April

SALEMPOS.XLS